

## WHAT IS CLAIMED IS:

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Q1
1. A character display apparatus, comprising:
- a display device having a plurality of pixels; and
  - a control section for controlling the display device,
- wherein each of the plurality of pixels includes a plurality of sub-pixels arranged along a predetermined direction, one of a plurality of color elements being pre-assigned to each of the plurality of sub-pixels;
- the control section:
- acquires a first bit map which represents a basic portion of a character,
  - performs predetermined conversion of the first bit map so as to generate a second bit map which represents a basic portion of an italic character, and
  - sets the intensity of a color element of at least one specific sub-pixel corresponding to the basic portion of the italic character to a predetermined value based on the second bit map so as to display the italic character on the display device;
- dots which form the first bit map correspond to the plurality of sub-pixels in a one-to-one manner; and
- dots which form the second bit map correspond to

the plurality of sub-pixels in a one-to-one manner.

2. A character display apparatus according to claim 1, wherein:

the intensity of each of the plurality of color elements is represented by a plurality of color element levels in a stepwise fashion;

each of the plurality of sub-pixels has one of the plurality of color element levels;

the control section sets a color element level of the at least one specific sub-pixel corresponding to the basic portion of the italic character to a predetermined color element level; and

the control section sets a color element level of at least one sub-pixel adjacent to the at least one specific sub-pixel corresponding to the basic portion of the italic character to a color element level different from the predetermined color element level.

3. A character display apparatus according to claim 1, wherein the second bit map is generated from the first bit map by shifting each dot forming the first bit map by a shift amount which is in proportion to a distance from a reference line running along the predetermined

direction set in the first bit map to a dot.

4. A character display apparatus according to claim 3, wherein the shift amount for each dot forming the first bit map is determined such that the shift amount is increased by 1 dot every time the distance from the reference line to a dot is increased by 1 dot.

5. A character display method for displaying a character on a display device having a plurality of pixels wherein each of the plurality of pixels includes a plurality of sub-pixels arranged along a predetermined direction, and one of a plurality of color elements is pre-assigned to each of the plurality of sub-pixels, the character display method comprising steps of:

acquiring a first bit map which represents a basic portion of a character;

performing predetermined conversion on the first bit map so as to generate a second bit map which represents a basic portion of an italic character; and

setting the intensity of a color element of at least one specific sub-pixel corresponding to the basic portion of the italic character to a predetermined value based on the second bit map so as to display the italic

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character on the display device,

wherein dots which form the first bit map correspond to the plurality of sub-pixels in a one-to-one manner, and

dots which form the second bit map correspond to the plurality of sub-pixels in a one-to-one manner.

6. A recording medium which can be read by an information display apparatus including a display device having a plurality of pixels and a control section for controlling the display device wherein each of the plurality of pixels includes a plurality of sub-pixels arranged along a predetermined direction, and one of a plurality of color elements is pre-assigned to each of the plurality of sub-pixels, the recording medium storing a program which allows the control section to execute a process including steps of:

acquiring a first bit map which represents a basic portion of a character;

performing predetermined conversion on the first bit map so as to generate a second bit map which represents a basic portion of an italic character; and

setting the intensity of a color element of at least one specific sub-pixel corresponding to the basic

dots which form the second bit map correspond to the plurality of sub-pixels in a one-to-one manner.